

Blotout doubles Pura Vida's automated email revenue by augmenting Klaviyo audiences

The results of the A/B test with and without Blotout audience extension were telling and demonstrated how much cookie loss has impacted our business. We have finally restored those audiences across our channels with Blotout.

Deirdre Kelly, Director of Growth Marketing



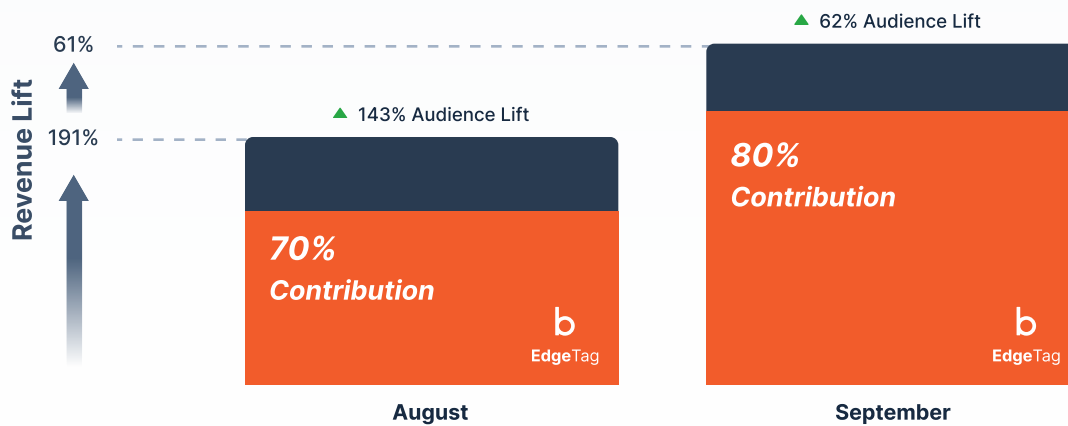
Case Study: Achieving 70-80% continuous lift in sales

How Pura Vida Bracelets deployed Blotout and recaptured lost audiences for email marketing in the post cookie era.

Audience Reach		August	September
Viewed Product	klaviyo	42,822	87,586
	klaviyo + blotout	133,514	211,102
Add to Cart	klaviyo	15,837	32,687
	klaviyo + blotout	67,724	115,051

Results

Blotout double sales in August, and then continued to drive another 60% upside in September



- ✓ Start for free
- ✓ Enhance audiences to all of your growth channels with no code
- ✓ Get back 25-30% in ROAS improvements across the board

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[Shopify App](#)

No code install

TOP BRANDS TRUST **BLOTOUT EDGETAG**



iOS 14 changed the advertising game for a lot of marketers.

EdgeTag has delivered immediate results for a number of our clients.

This resulted in an increase in event match scores.

And the most satisfying part is, the team is responsive and technically savvy.

If you haven't tried it yet then I don't know what you are doing.



Tim Keen

LOOP Club
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